

Strategy Positioning of Pop Music Olski Group Band Increasing Listeners Interest in Yogyakarta

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ABSTRACT

Keywords

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This research uses a qualitative descriptive research design to find out how the Olski band positions itself to increase the attention of listeners in Yogyakarta. Olski, a local pop group known for its original songwriting and innovative musical arrangements, uses social media to interact with its fans. Through the use of a branding approach that prioritizes relevant lyrics and interesting material, Olski has succeeded in expanding his follower base beyond conventional demographic boundaries. This research analyzes Olski's achievements in establishing itself as a beloved local band with wide appeal using qualitative methods including observations and interviews with band members and fans.

1. Introduction

Music has the meaning of a word that comes from Greece, namely Mousikos, Mousikos is the god of beauty who is symbolized by the Greek people who mastered the arts and sciences (Andaryani 2019). In the Big Indonesian Dictionary, music means the science or art of arranging tones or sounds in sequences, combinations and temporal relationships to produce compositions (sounds) that have unity and continuity.

For musicians, there are many things that can support their musical creativity, from the aspect of song production to how their musical works can be enjoyed by the public. Not only does it involve creating works, but to be successful in the world of the music industry, it must be supported by infrastructure and marketing strategies so that the musical works that have been produced can be enjoyed by the local community (Rachman, 2020).

Music marketing sees activities related to the development and creation of musical products that involve songwriters, recording and performing songs that have been created and then sharing or exchanging the need for entertainment as well as social and cultural connections. Referring to the marketing concept, the success of music depends on the wants and needs of the target audience and then delivering an entertainment package that is more satisfying than other competitors (Dewatara, Gerry Wahyu Agustin, 2019).

The industrial revolution 4.0 has had a huge impact on human life throughout the world, including in Indonesia. If the industrial revolution 4.0 is related to the music industry, then the music industry 4.0 will become a trend in the marketing strategy for music works via digital media or via streaming music services connected to the internet. In the industrial era 4.0, technological progress is growing rapidly, marked by changes in people's lifestyles. Industry 4.0 is a rapid transformation in the design, manufacturing, operations and services of products and production systems (Muhammad, Yus Rizal Rachman, 2020).

In this case, positioning is really needed in this research. Positioning is building a relative perception between one product compared to other products. Because product consumers are the market, it is necessary to build market perception. Product Positioning or product repositioning is determined from the consumer's point of view looking at the image of our product. If we apply family branding in developing products, therefore the overall image of the company will greatly influence the image of the product (Mujahideen & Khoirianingrum 2019).

After that, the company can determine which segment will be the target of the product produced. The next process is target market analysis. In this process the company is helped to consider which segments are good to choose, develop, and which should be abandoned. Targeting is defined as the process of evaluating the attractiveness of segments and the focus of offers that are most suitable for a group of people, regions, or countries that have the most significant response to the product (Hasan, 2013).

After the process of determining market segments and targets is carried out, the company can formulate the most strategic position that can be formed for the products it produces. In this way, it is hoped that the target market can be achieved through the formulation of a positioning strategy. Positioning itself is a way to find out the target market so that it is in accordance with the core premise of market segmentation (Bayhaqi & Aslami, 2021). The Olski music group that will be studied by this researcher is one of the music groups in the city of Yogyakarta that plays pop music that is oriented towards creativity and freedom in work.

The Olski group was formed in 2013, consisting of 3 personnel consisting of Dicki Mahardika, Febriana Claudya and Shohih Febriansyah. Olski is a unique band for today's young people because it has easy listening song lyrics and when Olski performs, Olski always makes the audience excited with the adorable behavior of the vocalist. The use of musical instruments chosen by the Olski group is also very rarely used by other musicians, such as the use of pianica, xylophone, and children's bubbles which are used when performing.

From Pop, Indie, to Regge music genres, each has its own audience. Seeing the very tight competition in the music industry in the digital era, the Olski music group as a local band that is on the rise, equipped with unique musical arrangements and funny lyrics, is able to compete with other local bands in the city of Yogyakarta. This cannot be separated from the music marketing strategies that their team carries out, such as publishing musical works via social media. Based on the background of the problem above, researchers are interested in conducting deeper research with the title "Olski Band Music Positioning Strategy in Increasing Listener Interest in Yogyakarta".

2. Method

The approach to this research is to use a descriptive qualitative approach. (Sugiyono 2019) states that the qualitative research method is a method that is based on a postpositivist philosophy, qualitative research methods are used for research that focuses on the state of natural objects. Furthermore, using data collection techniques with triangulation (combination), this analysis is inductive/qualitative in nature.

The results that will be obtained by using this qualitative research are to emphasize the meaning of generality and methods of observation and interviews. Own observations According to Syamsudin (2014) Observation is the activity of recording a symptom/event with the help of tools or instruments to record or record for scientific or other purposes. And interview According to Fadhallah (2020) An interview is a conversation between two people about a specific subject. An interactional communication process has a predetermined goal, to explore a particular theme through a series of questions.

By using qualitative methods in this research, it is hoped that we can obtain detailed information related to the research carried out by researchers, namely the Olski Band Group's Pop Music positioning strategy in increasing listening interest in Yogyakarta. By interviewing 4 respondents such as Managers, Personnel, male and female Olski music listeners. With this, the data obtained will be valid and relevant to others. Researchers will carry out triangulation by taking data sources and checking data sources, namely comparing the results of data from observations with data from questions and answers. Apart from using observation and conducting interviews, researchers can use

involved observation, personal writing, photos, drawings, written documents, archives, official records and historical documents.

3. Results and Discussion

Quoting the words of Olski, the pop band from Yogyakarta uses a positioning strategy by branding itself so that it can be heard by all groups by utilizing relatable song lyrics and relaxed language, making Olski's songs easy listening songs. Moreover, Olski's strategy of branding himself on social media helps Olski position himself to attract the attention of his fans. Currently the Olski Instagram account has 14.8k followers, following 397, and 1,107 posts. Olski's content attracts the attention of the audience, especially fans, to explore information or entertainment provided by the Olski band.

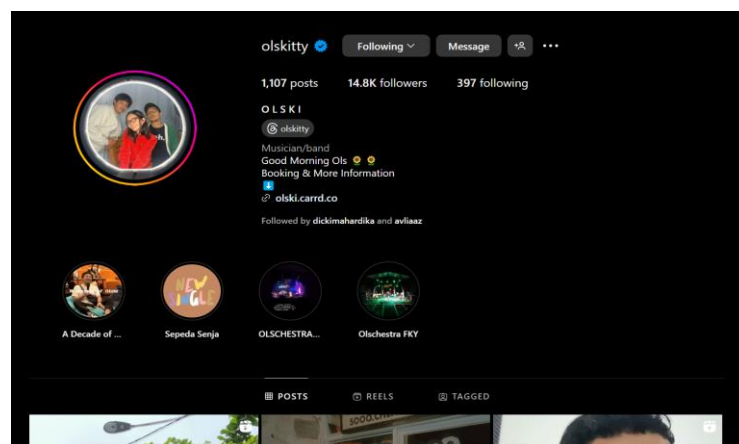


Figure 1. Instagram profile @olskitty

Source: Instagram @olskitty

Throughout this research the researcher followed the Positioning stages and obtained the following results: (1) Segmentation, (2) Targeting, (3) Positioning, (4) Implementation, and (5) Evaluation. After successfully analyzing this data in depth, the researcher's questions were answered and the answers provided information about how Olski increased the interest of listeners to Olski's songs through online and offline platforms and presented results and conclusions.

The focus of this research is that the researcher focuses on finding out how the Olski band positions its music to increase its listenership in Yogyakarta. By using qualitative research, can be identified as "What kind of band is Olski?", "Gazan pop band", and "Relatable lyrics". This category is then linked to the positioning stage of Olski's band. In this research, the three categories of things that can increase Olski's listeners' interest can be described according to the indicators. Overall, the results of this research show that the band Pop Olski has succeeded in increasing the interest of listeners in Yogyakarta with content on social media with content that is close to the listeners and funny as well as creating a song atmosphere that is fun, relatable to everyday life, and can be heard, right? only young people but all ages can enjoy songs from the Olski band.

3.1. Presenting the Results

In this research, the five stages in Positioning will be described in descriptive form. Next, researchers will link each upload made by Olski to build closeness with his listeners, based on categories that correspond to the indicators.

Olski What Band (What Kind of Band is Olski?). Quoting the words of one of Olski's band members, Olski has a characteristic that in a band it is very necessary to consider what the listeners can easily remember. This understanding is also a form of effort to get to know each band to understand the identity of each band.



Figure 2. Olski band logo

Source: Google chrome web olski

Olski, a cute band that performs pop genre music which usually performs at high school or campus retirement events, was initially formed from activities on campus because of a fad which later became what it is today thanks to one of Olski's songs, namely dotted two stars. In general, Olski is a pop band, but last year it was branded on social media such as Instagram, Tik Tok and Twitter. Olski is also called a punk band because it only has 3 members. Why are they called a punk band? Each member of Olski has their own activities apart from being members of the Olski band, where every Monday-Friday each member carries out their own activities and on Saturdays they focus on performing/just practicing. Therefore, Olski was once called a punk band, but the facts from one of the personnel stated that Olski was still a pop band.

With branding that organically flows naturally, it produces an identity that is pleasing to new listeners and always impresses listeners. The closeness that is built is certainly not because the Olski band is funny and exciting, but the role of each member is also to always communicate with the audience, both when appearing on stage and when they have finished performing.

Gemas Pop Band (Gemas Pop Band). When branding a band, you need to think about what things can influence the listeners. This category focuses on comparing the uniqueness and characteristics of the Olski band. To describe an Olski identity that is known as an exciting pop band.



Figure 3. Olski band performance

Source: Instagram screenshot @olskitty

Every band in Indonesia definitely has its own unique style and characteristics in their work. Olski is a band that is popular with today's young people, because the song lyrics are exciting and easy to understand and when each member performs they are able to act in a unique and funny way which can encourage the audience and listeners to be euphoric when listening to Olski's songs. Then on stage, the visuals provided by Olski provide its own uniqueness, such as outfits with touches of cheerful colors, where Olski is able to position itself as a band that is excited not only with its songs but also with its performance.

Relatable lyrics (Relatable lyrics). In forming a closeness with listeners not only by interacting directly, but by compiling lyrics that are relatable to Olski's listeners. The lyrics of Olski's songs are packaged in everyday language which can be digested well by the listeners, the majority of whom are young people who are in a bad mood or need encouragement for their activities and improve

their mood. This is what differentiates Olski's songs from other pop songs because the song's lyrics are poetic so they don't fit Olski's segment.



Figure 4. Olski's song lyric creation process

Source: Instagram screenshot @olskitty

Olski's success in releasing his latest single entitled "Sepeda Senja" in May 2022. The song was created in 2014 by Dicki Mahardika which began to be realized for recording in 2022. The unique thing about the song "Sepeda Senja" was created after Dicki Mahardika saw a mother who were returning home together on bicycles on a rural road. The mothers were returning from their activities in the rice fields in the afternoon. With this incident, then with that capital the song "Sepeda Senja" was created.

This research shows that the Olski band not only gives listeners the opportunity to listen to songs that relate to them, but also invites all listeners to always be happy in every activity when listening to Olski's songs.

The positioning strategy used by the Olski band to attract listeners' interest is to interact to build closeness with listeners when performing and create songs that have lyrics that are relatable to listeners, as well as entertaining listeners through interactive social media. The aim is to attract not only Olski fans but all groups can enjoy moodbooster songs from the Olski band.

3.2. Discussion

Based on the analysis of the positioning strategy of the Olski band, it succeeded in increasing listener interest in easy listening songs created by the Olski band itself. Being able to create a lot of activities during the performance with the funny behavior of all the personnel with cheerful clothing color combinations is the characteristic of the Olski band itself. By interacting directly with the listener, it creates a pleasant euphoria so that the claim of this "exciting" band sticks with Olski.

The content categories provided on social media such as Instagram, Tik Tok and Twitter Olski are able to provide informative content, and can entertain the entire Olski audience, these posts include information on performance schedules or games that are interesting for Olski followers. This platform is what makes Olski not only have a career while performing, but the interactive content provided is Olski's strategy in attracting the interest of listeners not only among young people but all groups digitally.

Olski's song creation strategy has also carried out quite detailed research because it relates to listeners' daily lives, making it a special attraction for listeners to always enjoy in their daily lives. The lyrics are quite detailed in everyday life because one of the personnel created this song based on sources from daily life in society. This is what makes Olski have a strong segment to continue to be committed to his work as a musician in Indonesia, especially in Yogyakarta.

4. Conclusion

From the results of this research, the discussion relating to the general description of the positioning strategy of the Olski band can attract the interest of the listeners. Through this discussion, the researcher succeeded in getting results by means of observation or interviews. Then

the results of this research can provide an overview of how the Olski band positions a pop band that can increase its audience in Yogyakarta.

The positioning strategy is carried out by attracting the audience with song lyrics that relate to their daily lives, as well as building closeness with listeners through social media or interacting directly with fans during performances. Furthermore, to know and know more about the audience's character, Olski is able to create a fun atmosphere to determine guaranteed credibility in order to provide goals that can be accepted by all Olski fans and listeners.

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